

- REPORT -

CHAMPION ADULT IMMUNIZATION ADVOCACY SUMMIT

Brussels, 9 – 11 November 2015



BACK (Dr Philp, Ms Barrington-Ward, Mr Finnegan, Dr Macchia, Ms Truchet, Prof Salisbury, Dr Brandao) MID (Dr Fernandez-Garcia, Dr Polentinos-Castro, Ms Daye, Mr Christian) FRONT (Dr Barratt, Mr Kesselman, Ms Kaczmarek, Ms Kaufman and Dr Holt)

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Adult Immunization Advocacy Champion Summit

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Adult Immunization Advocacy Champion Summit

9 – 11 November 2015

Executive Summary

Human beings are shaped by their environment on a moment to moment basis from the time they are born and across the course of their lives until they die. “At a time of unpredictable challenges for health, whether from a changing climate, emerging infectious diseases, or the next microbe that develops drug resistance, one trend is certain: the ageing of populations is rapidly accelerating worldwide.”¹

It is an indisputable fact that for the first time in history, most people can expect to live well beyond 60 years of age; and the consequences of a population ageing for health, health systems, their workforce and budgets are profound.

With the right policies and services in place, older people can be viewed as a rich new opportunity for both individuals and societies, but the narrative about growing older needs to change.

Concrete steps that can be adapted for use in countries at all levels of economic development are required.

Influence is that rare opportunity to make positive change, and each of us has that intrinsic capacity, yet the power of that influence is strengthened through collaborations and partnerships toward a common goal.

Enabling older people to choose to do what they value also means establishing policies (such as adult vaccinations) that promote healthy living.

Preventing infectious diseases through sound vaccine policies is a critical step especially for those of older age in order to maintain and improve health, well-being and functional capacity; and decrease unnecessary or premature admissions to an acute care setting which in turn may lead to the need for home care and long term care services.

In the spirit of being a strong and unified voice, the Adult Immunization Advocacy Champion Summit was convened by the International Federation on Ageing (IFA) in collaboration with the Confederation of Meningitis Organizations (CoMO) and Hacettepe University in Brussels, from the 9th – 11th November 2015.

The Summit comprised of experts and dedicated professionals who want to work together to make a significant contribution toward improving lives through advocacy and/or public health initiatives in the field of adult vaccinations.



Global influencers position themselves to perceive and respond to the unexpected.

This also means taking the initiative to seek new ways of thinking and action, creating solutions which may be very different from what is taken for granted.

¹ Director General Dr Margaret Chan, at the launch of the WHO World Report on Ageing and Health, 30th September 2015.

The Summit concluded with a broad agreement to come together under the umbrella of the World Coalition on Adult Vaccination to improve the rates of adult vaccination globally.

Delegates agreed to the following actions (See Appendix 1 for further details):

1. To establish the World Coalition on Adult Vaccination as a prominent and trusted platform for experts and interested individuals to exchange learnings, good practice and work to understand the issue and create the solution.
2. To establish an ExpertFile (<http://expertfile.com/>) specific to adult vaccinations as the Go-To place for the latest knowledge and experts
3. To learn about and respond to gaps in evidence by:
 - a. Identifying a short, medium and long term project goals that when completed will add to a more coherent bank of universal messages
 - b. Creating a repository of governmental policies and barriers for specific countries to support advocacy efforts
4. To be seen as a global, engaged and trusted group of experts and collaborators with a clear common purpose on the issue of vaccinations and healthy ageing across the life course
5. To have a communication platform on vaccination

Adult Immunization Advocacy Champion Summit

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Overview

INTRODUCTION

The world's population reached 7.3 billion² in 2015 with an unprecedented number of older people. By 2050 more than 1 in 5 persons (~2.1 billion) in the world will be 60 years and older.

To ensure the sustainability of health systems to support a growing global ageing population, there is an urgent and real need for a new narrative around health promotion and disease prevention across the life course including older age. Until quite recently there has been a tendency to consider older people as a social and economic burden however the evidence increasingly disputes the tones of this kind of discrimination.

Notwithstanding the reality that older people contribute significantly within the extended family as well as to community and society, health promotion and prevention strategies that target older adults do not appear to have been a governmental priority in many places.

Vaccine preventable diseases such as whooping cough, diarrhea, polio, measles and human papilloma virus are common conversations in the growing years of our children and yet diseases such as influenza, herpes zoster, pneumonia, tetanus and meningitis also have dire consequences across the population and more so for those people with weaker immune systems.

By championing the improved uptake of adult vaccinations, societies as a whole will take the critical step to ensure that everyone has a chance to maintain and/or improve their health, well-being and functional capacity in later life.

It is important now, more than ever before to identify and bring together experts (champions) in a coalition from all levels of government, medicine, academia, NGOs, industry and public to unite to learn from one another toward a common purpose.

Broad Summit Objectives

- To gain an improved understanding of country-specific policies and practices in adult immunization
- To determine key barriers for older people in accessing appropriate vaccines
- To better understand the challenges of civil society in influencing government
- To explore the desire of an aligned group of experts and agencies across disciplines and sectors to work together to improve the rate of adult vaccinations through a World Coalition on Adult Vaccinations

² United Nations, World Population Prospects: The 2015 Revision. Last accessed Nov 2015 at http://esa.un.org/unpd/wpp/Publications/Files/Key_Findings_WPP_2015.pdf

PURPOSE

The International Federation on Ageing (IFA) in collaboration with the Confederation of Meningitis Organizations (CoMO) and Hacettepe University convened the Champion Summit.

The Summit was chaired by Dr. Jane Barratt, Secretary General of the IFA with the support from Dr. Serhat Unal, Chair of the Department of Infectious Disease at Hacettepe University and Dr. Daphne Holt, Vice-President of CoMO.

The Adult Immunization Advocacy Champion Summit embraced a multidisciplinary approach to the topic of improving the uptake of adult vaccinations by convening a meeting of stakeholders and key opinion leaders from 13 countries from Centres of Infectious Diseases, Public Health Associations, Departments of Preventative Medicine and civil society representing older people.

The flexible and interactive nature of the program aims to encourage the exchange of knowledge and practices to improve our collective understanding of how to influence policy related to adult vaccinations within the remit of healthy ageing.

Adult Immunization Advocacy Champion Summit

10 November 2015

Day 1: Meeting Minutes

DAY 1: CHAMPIONS AND GLOBAL INFLUENCERS ENSURING THE SUCCESS OF VACCINATION PROGRAMS

Dr. Barratt opened the Champion Summit and thanked delegates for their interest and willingness to participate in the interactive 2-day Summit.

The Champion Summit program was designed to enable maximum flexibility so that there are many opportunities to learn, input into discussions and to strategize around the want and need for a World Coalition on Adult Vaccination; and if so, how this coalition would look and feel like.

Dr. Barratt opened the floor for delegates to discuss their current work and perspectives related to the field of adult vaccination, as well as to convey the expectations they have for the Summit. High level topics included:

- New partnerships in vaccination, health and/or ageing
- Achieve healthy ageing for all
- A World Coalition on Adult Vaccination
- Influencing government
- Universal communications on adult vaccination
- Realistic deliverables
- Complex and complicated global situation of adult vaccination



The Scientists' Perspective was presented by Dr. Serhat Unal who outlined the specific roles of clinicians and scientists play in understanding and interpreting the value and efficacy of adult vaccinations.

A great deal of robust discussion occurred around whether policy or an implementation strategy is more important in ensuring improved uptake rates in adult vaccination. Having a policy is only meaningful if implementation, execution and evaluation exists and are valued. Some delegates highlighted the ease at which policy was created, with few results to show, because execution had been poor or non-existent. Therefore, significantly more focus should be on demonstrating and evaluating implementation strategies.

Policies however do not drive the process of change; policies often provide clear messages, and direction from governments on what and how to implement certain programs. A three tier approach appears critical, i.e. a clear policy, a defined implementation / execution followed by a rigorous evaluation.

Not all vaccination implementation strategies have been positive. For example, the cocoon strategy was hoped to protect newborns from pertussis by making sure all individuals with whom the newborn would be contact were fully vaccinated. Prof. Salisbury informed delegates that vaccinating pregnant women has been successful than the cocoon strategy in the UK. This practice had been shown to be safe and effective but needed the support of all health professional that provide services for pregnant women, especially midwives.

Delegates provided further examples of current issues in their countries such as the physician barrier and the lack of clear universal messaging.

Studies, such as the ones exemplified in Dr. Unal's presentation, have demonstrated that health care professionals (HCPs) are one of the more trusted by the general public on recommending vaccinations. Yet, there is an unusually low rate of physicians vaccinated which then impacts the nature of educating their patients on the importance of vaccination.

Studies presented also demonstrated that the medical education system was lacking in terms of the emphasis placed on vaccines and vaccine preventable diseases.

Delegates also commented on the fact that a lack of education is only one of the barriers to gaining the buy-in from HCPs. Many HCPs have limited time to discuss vaccine schedules and benefits with their patients; in regular clinical hours HCPs are often required to see up to 60 patients in 8 hours (in Turkey).

Delegates discussed how to create positive and proactive messages to encourage the general public to seek information and demand vaccination with the hope to normalize vaccination in adults and older adults.

"Policies on their own do not drive the process of change but they do provide clear messages and direction for governments on what and how to implement programs."

An example was provided of pharmacy bags being used in the UK to communicate the significance of flu vaccination. The pharmacy bag messaging was the cheapest and most cost effective form of communication compared to television, radio and newspapers. It targeted the most "at risk individuals" for the flu - they frequented pharmacists more often, requiring prescription drugs on a more regular basis to manage their chronic conditions that put them at especial risk from flu.

Today, with competing demand and supply issues, public health interventions such as adult vaccination may not be priorities at the governmental level.



Mr. Sinclair from ILC UK discussed the role of **civil society** in helping to influence and shape governmental policy through advocating for the rights of older people.

Mr. Sinclair focused on what are the current challenges and the potential solutions for improving the uptake rate of adult vaccinations. Two broad topics were discussed following this presentation:

- The industry/civil society relationship and perspectives
- The importance of understanding motivations to create targeted messages

Even though a good amount of civil society projects are funded by industry, the general public do not necessarily trust industry. Many industries, like civil society organizations are dedicated to improving lives and healthcare throughout the world. Instead of being at the forefront, industries often take the role of providing opportunities to help build capacity within civil society projects. It is important to focus and understand this issue as vaccines are heavily related to health industries.

This discussion led to examples provided by delegates at the Champion Summit demonstrating how understanding and using what motivates people to receive vaccines could help with increasing vaccine uptake rates. Uptake rates for influenza vaccines increased from 28% to 80% when employees were informed that they will have an extra day off if they received the flu vaccine. Targeted messaging about the importance of pertussis vaccinations for the unborn child resulted in increased uptake rates among pregnant women in the United Kingdom.

Therefore, it is essential to know specifically what motivates older adults to vaccinate or not and use this information in targeted messaging.



A citizen's perspective presentation by Ms Jackie Kaufman focused on advocacy and actions that start with one person with the idea to create change. Ms. Kaufman is the Director and Co-founder of Vaccine Ambassadors, a new philanthropic immunization financing organization in which individuals have the capacity and capabilities to profoundly change the lives of another person.

The discussion after Ms. Kaufman's presentation was on communication, with a focus on the types of stories that are usually covered by the media in relation to vaccinations. Often opinion and conjecture are given the same weight as science, contributing to public confusion by incorrectly implying that there are two equally valid sides to the safety of vaccines. Delegates discussed how pro-vaccination messages are often reactionary in response to anti-vaccination publicity rather than relaying their own positive narrative. While the public is drawn in by crisis driven news, it can be hard to find competitive messaging that resonates in this sensationalist landscape.

With this in mind a question was proposed, how could the World Coalition on Adult Vaccination create a positive narrative regarding vaccination?



Ms. Donna Butts presented on **intergeneration perspectives** in the lifecourse approach to vaccinations focusing on how improving the lives of children, youth and older adults through intergenerational collaboration, public policies and programs in vaccination will ensure healthy ageing for all.

Discussions after Ms. Butt's presentation demonstrated the diversity of the term "family" and the important role that grandparents can have in the lives of their children and grandchildren. Grandparents can be educators as they had personal experiences with the devastations that infectious diseases can cause.

However, grandparents are not always perceived as blood relations, in communities, grandparents sometimes embrace the role of caregiving for children. Older adults are one of the biggest cohorts of volunteers in North America and engaging older adults in the discussion of vaccination could benefit older adults, younger children and society as a whole.

Healthy ageing and the life course approach to vaccination – reflections from the WHO Report on Ageing and Health presentation by Dr. Jane Barratt highlighted the aspects of the first evidence based report, which is redefining healthy ageing as a process of developing and maintaining functional ability that enables well-being in older age. The presentation focused on how this report speaks to the interplay between the intrinsic capacities of a person and the environment and the alignment with a life course approach to adult vaccination in the future.

Discussions highlighted how the WHO World Report provides a framework for a coalition, such as the World Coalition on Adult Vaccination to develop policy hooks relevant to the 5 key objectives focused in this report. The 5 objectives the report outlines are:

1. Fostering healthy ageing in every country
2. Aligning health systems to the needs of the older populations
3. Developing long-term care systems
4. Creating age-friendly environments

5. Improving measuring, monitoring and understanding³

There is a 5 year timeline for the objectives in the report; therefore the next five years are going to be critical for the World Coalition on Adult Vaccination to push the topic of adult vaccinations at the global level while using the influence from major organizations such as the World Health Organization and the United Nations.

Mr Sinclair then moderated a discussion on **public health initiatives at the government level** with a focus on how vaccination is an important preventative public health measure for people of all ages and can ensure the maintenance of functional ability. Delegates were asked their opinions on how to position adult vaccination as a priority globally at the governmental level and shared their ideas:

“There was a dramatic increase from 28% to 80% in flu vaccine uptake rate when employees were informed that they will have an extra day off if they receive the flu vaccine.”

- To have a multi-level, multi-sectoral, and multidisciplinary approach in working collaboratively with NGOs, scientists, clinicians, public and private organizations that are either disease specific, public health and/or ageing focused to understand country specific pressure points and creating champions and political will within countries and regions
- To gather comprehensive and sufficient data on adult vaccination and the burden of diseases across countries and regions to establish correct and effective programs
- To ensure accurate monitoring of programs are implemented to assess effectiveness and uncover gaps
- To have a repository of best practices
- To develop active medicine, collaborating with health care professionals to improving adult vaccination uptake rates

Summary

Delegates agreed that adult vaccination is not a concern of a single group or profession but is cross cutting and that is how it needs to be approached. To ensure the success of advocating for adult vaccinations the World Coalition on Adult Vaccination will need to have the capability to mobilize a multilevel, multi-sectoral and multidisciplinary group of experts and champions. The following agreed focuses included:

- A review of current practices, what works and what doesn't
- A clear understanding of what the adult vaccination issue is and the type of intervention that could help change such a group is capable of
- How to drive discussions on adult vaccination around the world
- Agreement that policy is the first step but focusing on implementation strategies is essential
- Understanding the role and impact of HCPs as they have a responsibility and the power to be the implementers of best practices
- Understanding the challenge of modifying behaviours to increase uptake rates of vaccination

³ WHO. Global Strategy and Action Plan on Ageing and Health: consultation. Last accessed on Nov 2015 at <http://who.int/ageing/consultation/en/>.

Adult Immunization Advocacy Champion Summit

11 November 2015

Day 2: Meeting Minutes

DAY 2: FORMING A WORLD COALITION ON ADULT VACCINATION AND HEALTHY AGEING

Dr. Barratt welcomed delegates to Day 2 of the Adult Immunization Advocacy Champion Summit and reminded all that the IFA is but one small piece of a much bigger movement forward with many moving pieces. The World Coalition on Adult Vaccination is the sum of the parts.



Global influencers and the success of vaccination programs by Prof. David Salisbury focused on what makes vaccination programs successful and where do adult vaccination champions fit in? How engaging with global influencers is necessary to ensure that adult vaccination becomes a priority globally.

Prof. Salisbury's presentation brought the discussion back to focusing on why policy is easy and why strategy and implementation is hard. In the United Kingdom there are weekly reports provided to general practitioners (GPs) on uptake rates of adult vaccinations. Even though data is available to GPs demonstrating that adult vaccination rates have been stagnant for the past few years, there appears little action to rectify the situation.

For change to happen, implementation strategies must focus on the demand instead of the supply side of vaccines. The general public must demand vaccines from their GPs and understand by doing so, they are preventing infectious diseases which often have physical and social implications.

Infectious diseases are an underestimated public health issue. This is the time for a new narrative about adult vaccinations and healthy ageing across the life course



Dr Alex Adjagba discussed ways based on his experience in which **current vaccination and health policies and practices can be influenced.**

The commitment of governments in responding nationally to the issue of low coverage rates of vaccination was discussed at some length by the delegates in the context of their experiences.

Dr Adjagba described the role of the National Technical Advisory Groups (NITAGs) in gathering and analysing national specific data for evidence-based advice on programs or initiatives that would have the greatest impact in each country.

NITAGs need to ensure that national data on vaccination is public if available and if not, start working in gathering country level data.

It was agreed that there is a lack of resources to collect, analyse and disseminate data at the country level; without such evidence the implementation of country specific vaccination programs is seriously limited.



Dr Ian Philp presented on the importance of working with or influencing health care professionals working with older adults using the **model of EASYCare** as a vehicle to translate key messages about the importance of adult vaccinations.

Older adults want to remain independent as long as possible and not be a burden on their families. In order to achieve healthy aging, health systems must focus on the relief of suffering to allow older adults to live longer in a better state of health and well-being.

Front line health care workers are a primary source of both comfort and information; therefore they are critical in the development and dissemination of messages about health promotion and prevention.

There was a broad discussion on the potential of creating an education module (for nurses and personal support workers on the importance of being up-to-date with their own vaccinations and ensuring older adults are also vaccinated) within the EASYCare model to implement at a country level.

Understanding that independence is something that could drive and motivate older adults into action delegates discussed if targeted messaging for older adults should keep this in mind when informing and advocating for older adults to receive their vaccines.

Early intervention was regarded as important and targeted messaging on how vaccines can provide independence in later life should focused on for the adult age group of 50 years and younger.

“As a communication platform, the World Coalition on Adult Vaccination must communicate on many channels, be a network that supports and shares and be trusted.”



Mr. Gary Finnegan from Vaccines Today focused on the **importance of a concrete communications strategy** and described the steps involved in developing successful online vaccine communication platforms and media campaigns.

Delegates agreed with Mr Finnegan that there was an appetite, an almost urgent need, for universal messages on adult vaccination. A communication platform expressed through the World Coalition must:

- Communicate on many channels to targeted audiences
- Be a network that supports and shares each other's links
- Build trust

Delegates agreed that messages need to be simple and catchy, yet transferrable to different languages because it is important to have consistent and united messages about adult vaccination.

Delegates agreed that some of the features of a World Coalition on Adult Vaccination could include:

- A database of members (by location and disease)
- An annual conference or provide online peer support
- Publish vaccination guides or resources
- A brand (logo)

Summary

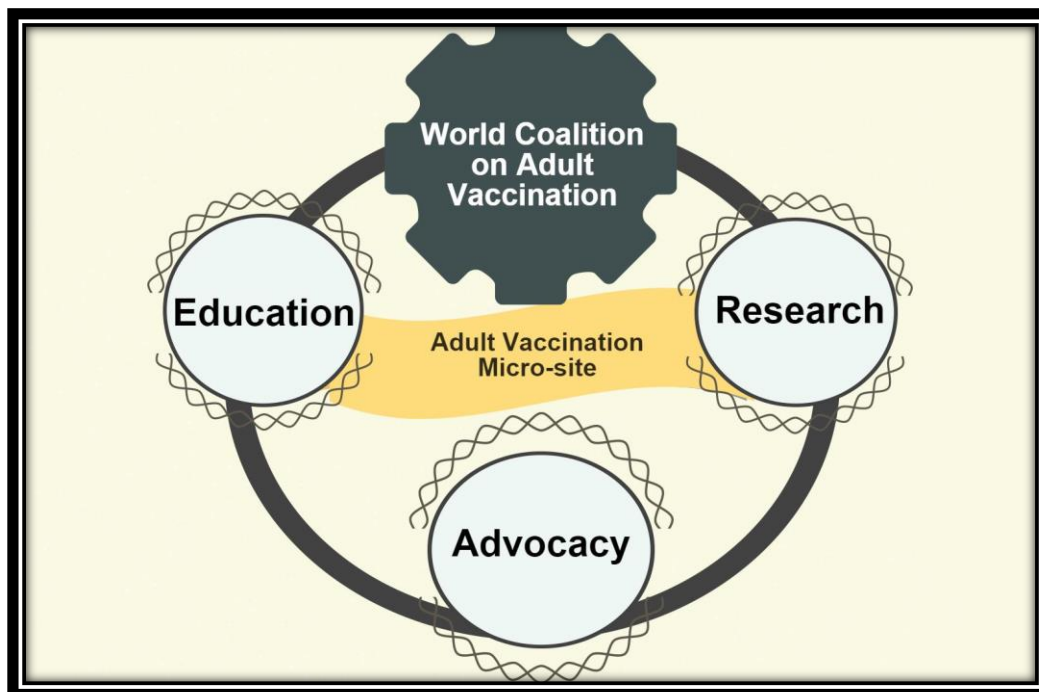
The Champion Summit concluded with an agreement by delegates to establish a World Coalition on Adult Vaccination. To establish and drive a World Coalition on Adult Vaccination to be the point of contact of vaccination experts and champions, knowledge and information it was agreed that:

The general public's misconception of infectious diseases is a major public health concern.

- The IFA is to be the Secretariat of the World Coalition on Adult Vaccination
- The IFA in collaboration with delegates, develop the mission, vision, values and objectives of the World Coalition on Adult Vaccination
- The IFA to develop a World Coalition on Adult Vaccination terms of reference for delegates to understand their position and to encourage other potential champions to join the coalition
- The IFA to develop a brief statement on behalf of the World Coalition on Adult Vaccination and disseminate it globally

To address the gaps discussed throughout the 2 day Champion Summit, delegates agreed on two broad actions: (1) Information and Education and (2) Communications. The two broad actions include:

- The need for research and collect information on vaccination, such as national recommendations, vaccination policies and their evaluation, country level coverage rates, availability of vaccines, prominence of chronic conditions at the country level and current country vaccination strategies
- By conducting research and collecting information, to address information gaps in each country the research was conducted
- For the World Coalition to be a repository of vaccination information and best practices
- For the World Coalition to be the global communication platform on vaccination



APPENDIX

Adult Immunization Advocacy Champion Summit

Summit 9 – 11 November 2015

Actions

Actions	Tasks
Adult Immunization Champion Group	
Statement	Develop a draft statement as an outcome from the meeting for input from delegates
	Disseminate statement globally
Terms of Reference	Develop a draft terms of reference for input from delegates
	Finalize and disseminate terms of reference to delegates
Branding	Develop a draft mission, vision and objectives of the World Coalition on Adult Vaccination for input from delegates
	Finalize and disseminate the mission, vision and objectives of the World Coalition on Adult Vaccination to delegates and post it on the IFA website
Report	Draft report of the Adult Immunization Advocacy Champion Summit for input from delegates
	Finalize and disseminate report to delegates and ensure report is posted on their website
Data/Information	
Database	Start developing a database of contacts (by location and disease) that will be public on the IFA website and have continuous input from delegates
Research	Desk research by the IFA and input through consolidated information by country from delegates on current national recommendations, vaccination coverage rates, availability of vaccines, prominence of chronic conditions in older adults and vaccination strategies in each country <u>Europe:</u> Austria, France, Ireland, Italy, Spain, Switzerland, Turkey, and United Kingdom <u>The Americas:</u> Brazil, Canada, Mexico, United States <u>Asia:</u> Japan
Country Fact Sheets (Infographics)	Draft a criteria inclusion document of what content needs to be included in country fact sheets (infographics) with input from delegates
	Finalize the criteria for content that will be included in country fact sheets (infographics) and send to delegates
Repository of Best Practices	Draft a campaign initiative for input from delegates to receive case studies of successful adult vaccination programs from all over the world

Communications	
Communication Strategy	Develop an overall communications strategy and send to delegates for input
	Finalize and disseminate basic communication strategy to delegates
	IFA and delegates to write a short piece of why they joined the World Coalition on Adult Vaccination and what it means to them
	Develop and disseminate Adult Vaccination Newsletter with inputs from delegates (6 newsletters)
	Define and put together a document of important dates for tweets and posts where the adult vaccination message could be leveraged and send to delegates
	Develop and disseminate tweets and posts for the defined important dates to delegates
	Disseminate country fact sheets (infographics) for final input from delegates
	Development, implementation and managing of an Adult Vaccination micro-site with input from delegates

Adult Immunization Advocacy Champion Summit

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List of Delegates

Participant	Position	Organization
Europe		
Dr. Alex Adjagba	Director Health Policy & Institutional Development Unit/Director of the AMP Supporting Immunization & Vaccine Advisory Committee Initiative	Agence De Medecine Preventive (AMP)
Ms. Gertraud Daye	Chair	NGO Committee on Ageing Vienna
Mr. Gary Finnegan	Editor	Vaccines Today
Dr. Maria Fernandez-Garcia	Vice President	Spanish Society of Family and Community Medicine
Dr. Daphne Holt	Vice President	Confederation of Meningitis Organizations (CoMO)
Dr. Francesco Macchia	Founder and Vice-President	The Happy Ageing Alliance
Dr. Ian Philp	Deputy Medical Director for Older People's Care	Heart of England NHS Foundation
Dr. Elena Polentinos-Castro	Vice-Secretary	Spanish Society of Family and Community Medicine
Mr. David Sinclair	Director	International Longevity Centre – UK
Ms. Marie Christine Truchet	Resp. Aff. Gouvernementales	Pfizer Public Affairs France
Dr. Serhat Unal	Chair of Dep. of Infectious Disease	Hacettepe University
Americas		
Dr. Jane Barratt	Secretary General	International Federation on Ageing
Ms. Anne Barrat		International Council of Nurses
Ms. Mary Barrington-Ward	Associate Director	Ogilvy Health PR London
Dr. Alexandre Brandao	Technical Advisor, Centre of Studies and Research	Secretariat of Healthy Aging and Quality of Life
Ms. Donna M. Butts	Executive Director	Generations United
Dr. Maria de Lourdes Garcia-Garcia	Deputy Director	Center for Research on Infectious Disease, Instituto Nacional de Salud Publica
Ms. Izabella Kaczmarek	Project Officer	International Federation on Ageing
Ms. Jackie Kaufman	Director/Co-Founder	Vaccine Ambassadors
Mr. Adam Kesselman	Director, Global Commercial Development - Prevenar 13	Pfizer Vaccines
Prof. David Salisbury	President, Governing Council	International Association of Immunization Managers
Asia		
Mr. Ayuk Christian	Vice President	Friends of IFA (FOIFA)

Adult Immunization Advocacy Champion Summit

Tuesday 10 November 2015

Meeting Program

Overall Goal To explore how aligned stakeholders and key opinion leaders across disciplines and sectors in public health and ageing can help build the capacity of civil society to influence and shape policies and practices in the field of adult vaccinations at a country level.			
Day 1 – Champions and Global Influences ensuring the Success of Vaccination Programs			
Time	Theme	Outcome	Speakers
Setting the Scene			
9:00 – 9:30	Welcome and Context	<u>Focus:</u> Outline of the purpose, goals and outcomes of the summit Introductions and shared expectation of the summit	Dr. Jane Barratt, International Federation on Ageing (IFA)
9:30 – 10:15	<u>Breakout Session:</u> Delegate Perspectives	<u>Focus:</u> Knowledge sharing from the ground up! 3 min Ted talk <u>Discussion:</u> Delegates are asked to share in small groups three key perspectives (successes, barriers, challenges) about adult vaccinations and healthy ageing related to their specific work or that of the organisations they represent. Knowledge shared will be collated and start thinking about the outcomes that could be achieved if a coalition of organisations was formed.	<u>Moderator:</u> Dr. Daphne Holt, Confederation of Meningitis Organizations (CoMO)
10:15 – 10:30	Health Break		
Perspectives in the Field of Vaccination			
10:30 – 11:00	Scientists’ Perspective	<u>Focus:</u> Clinicians and scientists provide a unique understanding of the value and efficacy of adult vaccinations.	Dr. Serhat Unal, Hacettepe University
11:00 – 11:30	Civil Society Perspective	<u>Focus:</u> Civil society has often earned the respect of government in advocating for the rights of people. Today with competing demand and supply issues public health interventions such as adult	Mr. David Sinclair, ILC UK

		vaccinations may not be priorities at the governmental level.	
11:30 – 12:00	Moderated discussion with Dr. Unal and Mr. Sinclair		<u>Moderator:</u> Dr. Barratt, IFA
12:00 – 1:00	Lunch		
1:00 – 1:30	A Citizen’s Perspective	<u>Focus:</u> Advocacy and actions start with one person, with an idea to create change. Vaccine Ambassadors is a philanthropic immunization financing organization in which individuals have the capacity and capabilities to profoundly change the lives of another person.	Ms. Jackie Kaufman, Vaccine Ambassadors
1:30 – 2:00	Intergenerational Perspectives	<u>Focus:</u> Improving the lives of children, youth and older adults through intergenerational collaboration, public policies and programs in vaccination will ensure healthy ageing for all.	Ms. Donna Butts, Generations United
2:00 – 2:30	Moderated discussion with Ms. Kaufman and Ms. Butts		<u>Moderator:</u> Dr. Holt, CoMO
2:30 – 2:45	Health Break		
Vaccination and Healthy Ageing			
2:45 – 3:15	WHO Report on Ageing and Health	<u>Focus:</u> The place of adult vaccinations in the WHO Ageing and Health Agenda A brief overview of the WHO World Report on Ageing and Health will be used to stimulate discussions as to where the public health initiative of adult vaccinations could be actioned within the inter-governmental level.	Dr. Jane Barratt, IFA
3:15 – 3:45	Public Health Initiatives at the Government Level	<u>Focus:</u> Vaccination is an important preventative public health measure for people of all ages and can ensure the maintenance of functional ability. Moderated discussion on how to position adult vaccination as a priority globally at the governmental level.	<u>Moderator:</u> Mr. David Sinclair, ILC-UK
3:45 – 4:00	Summary	Key points to inform day 2 discussions on building capacity of civil society to influence and help shape the field of vaccination at country	Dr. Daphne Holt, CoMO

		levels through a global movement.	
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Adult Immunization Advocacy Champion Summit

Wednesday 11 November 2015

Meeting Program

Day 2 – Forming a World Coalition on Adult Vaccination and Healthy Ageing			
Time	Theme	Outcome	Speakers
9:00 – 9:15	Welcome Back	<u>Confirmation:</u> Brief summary of Day 1 and setting the scene for day 2	Dr. Jane Barratt, IFA
Influencers in the Field of Adult Vaccination			
9:15 – 9:45	Global Influencers and the Success of Vaccination Programs	<u>Focus:</u> What makes vaccination programmes successful and where do adult vaccination champions fit in? How engaging with global influencers is necessary to ensure that adult vaccinations becomes a priority globally.	Prof. David Salisbury, International Association of Immunization Managers
9:45 – 10:15	Influencing Current Vaccination and Health Policies and Practices	<u>Focus:</u> In the next 5 years what changes do we want to see in the field of adult vaccination policy and practice?	Dr. Alex Adjagba, Agence De Medecine Preventive
10:15 – 10:30	Health Break		
10:30 – 11:00	Importance of Involving Front-Line Service Workers (bottom up)	<u>Focus:</u> The importance of working with or influencing health care professionals working with older adults	Dr. Ian Philp, Heart of England NHS Foundation
11:00 – 11:30	Moderated discussion with Prof. Salisbury, Dr. Adjagba and Dr. Philp		<u>Moderator:</u> Dr. Barratt, IFA
11:30 – 12:30	Lunch		
12:30 – 1:30	<u>Breakout Session:</u> Strategic Vaccination Networks with Global Influencers (top down)	<u>Focus:</u> The importance of building strategic networks with global influencers of health policy and practice to help influence and support vaccination programs at the country level. <u>Discussion:</u> Delegates will break out into groups and discuss what a strategic vaccination network would look like and how to start it?	<u>Moderator:</u> Dr. Daphne Holt, CoMO

Ensuring the Success of a World Coalition on Adult Vaccination			
1:30 – 2:00	Importance of a Concrete Communications Strategy	<p><u>Focus:</u> The importance of clear communication strategies.</p> <p>What are the steps in developing successful online vaccine communication platforms and media campaigns?</p>	Mr. Gary Finnegan, Vaccines Today
2:00 – 2:30	Forming a World Coalition on Adult Vaccination	<p><u>Focus:</u> Is there an interest and benefit in forming a World Coalition on Adult Vaccination to not only improve the uptake rate of adult vaccinations but ensure healthy ageing for all.</p> <p><u>Open Discussion:</u> Participants are invited to discuss their thoughts on a World Coalition on Adult Vaccination and come to a consensus.</p>	Dr. Jane Barratt, IFA
2:30 – 2:45	Health Break		
2:45 – 3:45	<u>Moderated Discussion:</u> Consensus/Agreement and Framework for a World Coalition on Adult Vaccination	<p><u>Discussion:</u> Gaining consensus on the structure, goal and the strategy of a World Coalition on Adult Vaccination.</p> <p>Where would such an alliance provide the most support?</p> <p>Would a World Coalition on Adult Vaccination provide the capacity and capability to provide the outcomes we want in 5 years?</p>	<u>Moderator:</u> Dr. Jane Barratt, IFA
3:45 – 4:15	Going Forward	<u>Discussion:</u> Participants are invited to discuss and agree on the next steps which they will support.	Dr. Jane Barratt, IFA